

Message Text

UNCLASSIFIED

PAGE 01 BOGOTA 07982 231450Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
-----085227 232256Z /23
R 222136Z AUG 78
FM AMEMBASSY BOGOTA
TO USDOC WASHDC
INFO SECSTATE WASHDC 9686

UNCLAS BOGOTA 7982

E.O. 11652: NA
TAGS: BEXP, ETEL, CO
SUBJECT: TRADE PROMOTION: COLOR TELEVISION SEMINAR

REF: (A) BOGOTA 7522; (B) BOGOTA 7668

1. EMBOFFS RECEIVED TWO REPRESENTATIVES OF RCA AUGUST 17 AND DISCUSSED COLOR TELEVISION SITUATION. RCA REPS WERE ALARMED AT AGGRESSIVENESS OF THE FRENCH IN ATTEMPTING TO INFLUENCE GOC DECISION ON COLOR BROADCASTING SYSTEM. THEY NOTED EL ESPECTADOR ARTICLE AUGUST 13 STATED THAT IT LOOKS LIKE INRAVISION WILL SELECT SECAM SYSTEM. AMONG THEIR POINTS WERE THE FOLLOWING:

2. EXAMPLES OF FRENCH AGGRESSIVENESS:

- A) AT LEAST SIX INRAVISION ENGINEERS HAVE GONE TO FRANCE TO DATE TO QUOTE STUDY UNQUOTE SECAM.
- B) IN 1977 THE DIRECTOR OF INRAVISION WENT TO FRANCE FOR A MONTH AFTER BEING IN OFFICE FOR ONLY THREE MONTHS.
- C) THE FRENCH HAVE MADE LOW INTEREST LOANS TO INRAVISION TO PERFORM FEASIBILITY STUDIES AND TO BUY EQUIPMENT. LOANS ARE TIED TO SALES AND INRAVISION HAS INVARIABLY USED THEM TO PURCHASE FRENCH EQUIPMENT AND SERVICES.

3. FINAL NEGOTIATIONS ARE DRAWING TO A CLOSE WITH THE WORLD BANK FOR A LOAN TO FINANCE A THIRD NETWORK. THE NETWORK WILL BE EDUCATIONAL IN NATURE. SINCE ONLY
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COLOR EQUIPMENT IS CURRENTLY AVAILABLE, NEW NETWORK WILL HAVE TO BUY IT. LETTER OF COMMITMENTS IS EXPECTED IN SEPTEMBER AND TENDERS SHOULD FOLLOW TWO TO THREE MONTHS AFTERWARD. PRICE TAG FOR PROJECT IS US\$20.0 MILLION.

4. COMMENT: USICA BOGOTA IS REQUESTING PRESS MATERIAL FROM

USICA WASHDC. CAN USDOC PROVIDE PROMOTIONAL MATERIAL
ON NTSC IN SPANISH OR ENGLISH?
ASENCIO

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE PROMOTION, TELEVISION, SEMINARS
Control Number: n/a
Copy: SINGLE
Draft Date: 22 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BOGOTA07982
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780345-0848
Format: TEL
From: BOGOTA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780835/aaaabcrcltel
Line Count: 65
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 5ec1bf5d-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 BOGOTA 7522, 78 BOGOTA 7668
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1653147
Secure: OPEN
Status: NATIVE
Subject: TRADE PROMOTION: COLOR TELEVISION SEMINAR
TAGS: BEXP, ETEL, CO
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/5ec1bf5d-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
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